

Chickening[®]
it's my choice

Corporate Profile

Be spoilt for
choice



Passionately conceptualised in Dubai, United Arab Emirates, the first Chicking® outlet was established in the year 2000, and since then, our brand has grown to become extremely popular in six countries with more than 80 outlets.

This impressive growth was achieved by understanding what families prefer. We are also a big favourite amongst individuals who are looking for a tasty alternative to formulaic fast food. Chicking® not only focuses on the sourcing and supply chain of food, but on the entire end-to-end experience; one that includes overall hygiene and safety.

Chicking® is also proud to be one of the first fully Halal international quick service restaurant (QSR) brands. We serve fresh, great tasting food, using only the finest quality herbs and spices, carefully selected from around the world, to deliver exciting flavors in a modern setting.

It is this dedication to quality and world-class best practices that has quickly catapulted Chicking® into the hearts and taste buds of its ever-growing fan base. We currently serve more than 500,000 totally devoted, utterly convinced customers per month. It seems our loyal and rapidly multiplying patrons appreciate the fact that we offer an exciting and varied menu inspired by taste cultures from around the world: authentic American, mouthwatering Mexican, inspiring Indian, and irresistible Italian.

Where customer is king and families are royalty

What is it that makes Chicking® such a popular choice for families across Asia and the Middle East? A wide variety of flavourful tastes inspired by several parts of the world packed in a bright, modern, inviting ambience with friendly, efficient staff is what makes dining at Chicking® the perfect choice for families and friends everywhere. Our innovative creations caters to a much wider audience than those traditionally targeted by most QSRs, but it is the warmth and service that brings families back for more and more.

ORIGINAL FRIED CHICKEN

Our flagship product that continues to win us fans everywhere. Made from fresh, plump and juicy pieces of chicken marinated in our secret recipe of appetizing herbs and aromatic spices. Gently breaded in white flour with savoury seasonings and fried to a perfect golden brown. For those with spice cravings, we have a spicy version that will keep you coming back for more!



GREATEST YUMM
BUCKET THIS IS
EVER TRULY AMAZING

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GREATEST YUMM
FLAVOURS CRISPY
EVER MMMMM



CHICKEN STRIPS

One of our bestsellers that is loved by all, and with good reason. Scrumptious, crunchy 4-inch strips of succulent, boneless chicken breast pieces rolled in wholesome white flour with zesty seasonings. Regular or Spicy, they're done just as nicely, and they never fail to please.





The new Flaming Grilled Chicken has been a runaway success right from day one. Made with the most succulent pieces of chicken, subtly spiced with our secret marinade and finally grilled to perfection. Its indescribable, hard-to-resist flavour makes this new product an instant bestseller.



MEXITA

Sizzling Grilled Chicken Fajita

There's Mexican, there's Tex Mex and there's our Mexita. Specially prepared for our amigos, our tantalizing blend of authentic herbs and spices marinated onto a succulent chicken fillet that is grilled to perfection. Add to that huge portions of fresh tomatoes, lettuce, jalapenos, cheese and chili mayonnaise, and you will find yourself nodding your head in appreciation saying 'Órale!' in no time.



BIG BEEF BURGER

Big by name and big by nature. Delightfully satisfying and perfect for those times when no other burger will do! Delight in a 100% pure beef patty garnished with crisp lettuce and mouthwatering slices of savoury cheese, topped with generous amounts of fresh onion, pickle and tomato, in a deliciously warm sesame seed bun. Yum!



TANDOORI BURGER

In India, the tandoor oven creates the most flavoursome meat. Our spicy breaded Crunchy Chicken Fillet is delicately sprinkled with specially seasoned tandoori powder for the true taste of India. Fresh iceberg lettuce and mayo sauce all in a delicious sesame seed bun creates a taste like no other. Wah!



ROYAL CRUNCHY

It is only fitting that an item that carries such a grand name be truly majestic. Sample our luscious, signature Chicking® sandwich - it comes in regal, original flavor and imperial spicy. Our majestic chicken fillet topped with fresh lettuce and crowned with rich mayonnaise in a seeded bun. A royal treat by every standard.



MEXI CRUNCHY

This is another Mexican delight that is a hot favourite. It consists of our wholesome, fanatically fresh, signature Chicking® supreme sandwich with a delicious crunch. This Original or Spicy chicken fillet with fresh lettuce, melted cheese, savoury pickle and Chicking® Mexican Sauce within a seeded bun is extremely filling. It will have you resting in your sombrero under a shady tree.



ROYAL WRAP

Another classic item that does justice to its name and one that will have you speaking in a posh accent after just one bite. Available with Original and Spicy Wrap with two tantalizing Strips, fresh lettuce, diced tomatoes and mayonnaise with hot, toasted tortilla bread.



MEXICAN GRILL WRAP

Speedy Gonzalez's favourite: chicken breast grilled to absolute perfection and resplendent with crispy fresh lettuce, diced tomatoes and an enticingly rich layer of Chicking® Special Mexican Sauce in a hot, toasted tortilla bread.



CRUNCHY SUPREME

Try our family favourite. It's big, it's wholesome, and it's a generous, delicious signature Chicking® Big Supreme Sandwich. Our Original or Spicy chicken fillet is complemented by the freshest lettuce, tangiest pickle and topped with savoury Chicking® sauce with in a seeded bun. Yes, the taste is supreme!



TANDOORI BITES

These bites are incredibly delicious and incredibly addictive. Made from soft and juicy boneless chicken pieces that are flawlessly breaded before they are fried to a light, golden crisp. Fresh of the fryer, they are gently tossed in our trademark tandoori powder and served hot. Seconds guaranteed.



FISH CRUNCHY SUPREME

Fresh, nutritious, delicious and specially prepared the way only we know how. Tender, moist, grilled fish complemented by crispy fresh lettuce, diced tomatoes and a tempting, rich layer of Chicking® Special Mexican Sauce in toasted tortilla bread.



CHICK POPS

Sometimes it's nice to think small. Chunky yet tender boneless bite-size chicken pieces lavishly-infused with fragrant spices, heavenly herbs and breaded in white flour with classic Chicking® seasonings. Available in two variants of spicy and regular, these Pops, though small in size, are both big on taste!



SPAGHETTI ROYALE

Italians are serious about their dishes – and so are we! Relish the taste of freshly cooked strings of delectable spaghetti garnished with a delightfully authentic sweet pasta sauce, topped with grated, melted cheddar cheese. Delizioso!



TANDOORI FRIES

Potato fries like never before. Crispy on the outside, soft on the inside, perfectly cut and delicately coated with our trademark tandoori powder for flavourful perfection. They don't make fries like this anywhere else!



passion & commitment our secret ingredients

Chicking® started with a vision of our founder, Mr. A. K. Mansoor, who identified the need for a fully Halal compliant QSR that serves great tasting food in an inviting environment. Back then, the choice available was very limited, and so after thorough market research the Chicking® team passionately created a range of outstanding recipes, which includes our signature tastes and pioneering food concepts.

From the time it was launched, Chicking® was a runaway success. Confident of having created a winning concept, the Al Bayan Group of Companies incorporated Chicking® as a registered international trademark into the group. Since then, Chicking® has boldly innovated by creating an exciting and varied menu that is inspired by taste cultures from around the world, and winning millions of customers along the way.



innovation served hot

Product innovation is one of the primary focus points at Chicking®. Our range of exciting flavours, inspired by taste cultures from around the world, have been refined through constant research and development, into the signature, deliciously secret recipes enjoyed today.

Owing to the fact that individuals and families often develop their own personal tastes, the Chicking® menu features a wide variety such as our signature Fried Chicken and Strips, Fish Crunchy, Mexita, Crunchy Supreme, Royal Wraps and Tandoori Bites. Even our beverages showcase innovation through Frizzr, a unique range of refreshing mocktails in a variety of highly popular flavours.

At Chicking® we understand that innovation is not just about staying relevant to local market conditions and growth strategies. We have an excellent support structure in place for all franchisees and partners, ensuring constant collaboration and satisfaction on products, services and value.

The Chicking® concept is designed to be easily adaptable to a variety of retail spaces and can be flawlessly used in most settings such as food courts, dine-in restaurants, kiosks, standalone or drive-thru facilities.



THIS IS
TRULY
AMAZING I LOVE
WOW! **CRISPY**
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CRUNCHY



Family friendly all the way

Our outlets are designed to optimize the Chicking® experience while ensuring the utmost in comfort in an inviting atmosphere. We believe in maintaining an image that is fresh and energetic, two principles that are firmly portrayed through our creative décor and ambience.

Just walking into a Chicking® outlet will have you feel a distinctive and inviting air filled by familiar and enticing aromas. Coupled with highly trained and efficient staff, the experience is well-rounded, refined and above all, friendly.

With most Chicking® outlets situated in high footfall places like shopping malls, hypermarket malls and other popular venues, it only makes sense to take a little extra care to include all family members. Not merely via the innovative food items on our menu, but we have also devised a range of specially crafted attractions as per outlet type.

These can range from seasonal promotions, to new product launches relevant to the local market, or even the dedicated play areas for kids (exclusive to our dine-in outlets) that provide ample entertainment and excitement in a safe and fun environment.

And don't worry about what the children will be eating; we have created a special kids' menu full of nutritious and tasty options just for them! Chicking® promises the flavors, aromas, prices and settings that everyone adores.

Chicking

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taste SUCCESS

During the first decade of operations, Chicking® grew while defining and updating its offering into the world-class experience it is renowned for today. Chicking® has shown remarkable growth and now, due to high demand, has its eyes set on global expansion. The first phase will see the brand expand to at least 500+ outlets over the next 5 years and 1,000+ outlets worldwide by 2025.

With aggressive global expansion plans and an unbeatable product range, strong corporate backing and a robust reputation across its operations, Chicking® provides premium opportunities for franchising and retail spaces alike.

Whether your interest is to become a franchisee or you are simply looking for a quality brand to help increase the footfall, Chicking® has the expertise, the varied menu and the passion to help you succeed.

Chicking® has already expanded into Oman, Kuwait, Bahrain, Malaysia and India. The brand is an ideal and modern choice as it caters to families and a much wider audience than traditionally targeted by QSRs.

Currently serving in excess of 500,000 customers per month, you will be hard pressed to find a more suitable concept that can cater to all demographic segments. Chicking® has consistently proven its ability to adapt to customer demand and offers an exciting and modern concept that quickly builds a loyal customer base.

a side order of excellent support

Established in 1999 in the UAE, the Al Bayan Group of Companies has grown dynamically, in just 15 years, to become a highly diversified corporate entity with wide-ranging interests in the high growth industries of fast food, healthcare, bottled drinking water, manufacturing of food-safe plastic products and construction.

A futuristic vision, a team of creative minds, an emphasis on innovation and adherence to proven business strategies have helped Al Bayan Group transform itself from a Dubai-based enterprise to a multifaceted conglomerate spreading across the Middle East, Asian subcontinent and the Far East. Some of the Group's key successes are the Al Bayan Water company that is today one of the leading bottled water suppliers in the UAE and Chicking®, a fully Halal QSR that is seeing exponential growth due to high popularity.

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Al Manal International ♦ Al Bayan Water ♦ Al Bayan Medical Center ♦ Al Bayan Foods ♦ Banquet Foods
International ♦ BFI Management DMCC ♦ Bee Orchid Information Technology ♦ Shaklan Plastic Manufacturing
♦ Al Bayan Star Electromechanical Works ♦ M-1 International

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